

Order Item Summary



KDKA-TV

Order ID: 56927 CF LOC-POL FBD - LBD: 10/03/12 - 10/16/12 HL#: Created: 10/03/12 02:37 PM

Client: AMERICANS FOR TAX REFORM... CPE: / / 2813 Agency Commission: 15 % Updated: EMENDEL on 10/03/12 02:55 PM

Agency: STRATEGIC MEDIA PLACEMENT Product: ATR- 10/3-16 (1300) Self Protect.: :00:00 Confirmed: 10/03/12 02:49 PM

Buyer: GREG PHELPS Demo: HHOLDS DMA RTG Sched. Code: B Contract: 10/04/12 08:46 AM

AE: Brian Butz-1-KDKA-TV Billing Int: Monthly BM : SS

Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0%

PRINT AT STATION. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE. PAID FOR BY AMERICANS FOR TAX REFORM

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
001	MLOCAL6A	0 0 0 1 1 0 0	MORN	30	D			0.0	\$700.00	2	\$1,400.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 01</u>										
	10/04/12	10/05/12	2										
002	MLOCAL6A	1 1 1 1 1 0 0	MORN	30	D			0.0	\$700.00	5	\$3,500.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/08/12	10/12/12	5										
003	MLOCAL6A	1 1 0 0 0 0 0	MORN	30	D			0.0	\$800.00	2	\$1,600.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/15/12	10/16/12	2										
004	MEARLY	0 0 0 1 1 0 0	MORN	30	D			0.0	\$425.00	2	\$850.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 01</u>										
	10/04/12	10/05/12	2										
005	MEARLY	1 1 1 1 1 0 0	MORN	30	D			0.0	\$425.00	5	\$2,125.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/08/12	10/12/12	5										
006	MEARLY	1 1 0 0 0 0 0	MORN	30	D			0.0	\$450.00	2	\$900.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/15/12	10/16/12	2										

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CBS TELEVISION
STATIONS

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Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
007	DLIVE9A	0 0 0 1 1 0 0	DAY	30	B			0.0	\$250.00	2	\$500.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 01</u>										
	10/04/12	10/05/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
008	DLIVE9A	1 1 1 1 1 0 0	DAY	30	B			0.0	\$250.00	5	\$1,250.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/08/12	10/12/12	5										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
009	DLIVE9A	1 1 0 0 0 0 0	DAY	30	B			0.0	\$300.00	2	\$600.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/15/12	10/16/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
010	NEWS530PM	0 0 0 1 1 0 0	NEWS	30	D			0.0	\$950.00	2	\$1,900.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 01</u>										
	10/04/12	10/05/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
011	NEWS530PM	1 1 1 1 1 0 0	NEWS	30	D			0.0	\$950.00	5	\$4,750.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/08/12	10/12/12	5										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
012	NEWS530PM	M * * * * *	NEWS	30	D			0.0	\$1,050.00	1	\$1,050.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/15/12	10/15/12	1										

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Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
013	NLATE03	0 0 0 1 1 0 0	NEWS	30	B			0.0	\$2,250.00	2	\$4,500.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 01</u>										
	10/04/12	10/05/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
014	NLATE03	1 1 1 1 0 0 0	NEWS	30	B			0.0	\$2,250.00	4	\$9,000.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/08/12	10/11/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
015	NEWSSAT6A	* * * * * S *	NEWS	30	B			0.0	\$350.00	1	\$350.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/13/12	10/13/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
016	NEWSSAT8	* * * * * S *	NEWS	30	D			0.0	\$550.00	1	\$550.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 01</u>										
	10/06/12	10/06/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
017	WFAN630AM	* * * * * S	BNSP	30	B			0.0	\$150.00	2	\$300.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 01</u>	<u>Oct 08</u>									
	10/07/12	10/14/12	1	1									

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
018	WFAC03	* * * * * S	FACE	30	B			0.0	\$800.00	2	\$1,600.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 01</u>	<u>Oct 08</u>									
	10/07/12	10/14/12	1	1									

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Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
019	SNFL	* * * * * S	NFL	30	A		NFL FTBL	0.0	\$6,000.00	1	\$6,000.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 01</u>										
	10/07/12	10/07/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
020	PDEBATEWE	* * W * * * *	CARD	30	B			0.0	\$5,000.00	1	\$5,000.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 01</u>										
	10/03/12	10/03/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
021	PDEBATETH	* * * T * * *	CARD	30	B			0.0	\$4,500.00	1	\$4,500.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/11/12	10/11/12	1										

Order Totals

Order Section	Confirmed Quantity	Revised Quantity	Confirmed Total		Revised Total	
			Gross Amt	Net Amt	Gross Amt	Net Amt
Spot Buy Lines	50	0	\$52,225.00	\$44,391.25	\$0.00	\$0.00
Installments	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Ancillary Buy Lines	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Order Totals:			\$52,225.00	\$44,391.25	\$0.00	\$0.00